

Message Text

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PAGE 01 SINGAP 02428 021146Z
ACTION EA-12

INFO OCT-01 EB-08 NEA-11 ISO-00 /032 W
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R 021015Z JUN 78
FM AMEMBASSY SINGAPORE
TO SECSTATE WASHDC 0366
USDOC WASHDC
INFO AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY KARACHI
AMEMBASSY KUALA LUMPUR
AMEMBASSY NEW DELHI

UNCLAS SINGAPORE 2428

E.O. 11652: N/A
TAGS: BEXP, XC
SUBJECT: USDOC FY 1980 PROMOTION EVENT SCHEDULE FOR SINGAPORE

REFS: A) STATE 131482, B) SINGAPORE A-17, C) 77 SINGAPORE 4872,
D) SINGAPORE A-79.

1. EMBOFFS, IMC DIRECTOR, AND EB/OCA REP. ED SACCHET
MET MAY 26 TO DISCUSS FY 1980 COMMERCE PROMOTION EVENT
SCHEDUL (REF A).

2. POST NOTES THAT SCHEDULE CALLS FOR FOUR EVENTS TO BE HELD
IN SINGAPORE DURING NOVEMBER/DECEMBER 1979. IN NOVEMBER, TWO
SHOWS - PRINT PAC ASIA AND FOOD PROCESSING AND PACKAGING -
WOULD REQUIRE SIMULTANEOUS IMC SUPPORT. WE BELIEVE THAT SUCH A
CONCENTRATION OF EVENTS IN THIS SHORT TIME PERIOD WILL POSE
SERIOUS DIFFICULTIES FOR THE POST. IN PARTICULAR, WE ARE CONCERNED
THAT THE IMC DOES NOT HAVE THE STAFF OR RESOURCES TO SUPPORT
TWO MAJOR EXHIBITIONS WITH 20 U.S. PARTICIPANTS EACH AT THE
SAME TIME.

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3. POST THEREFORE RECOMMENDS THAT PROMOTION SCHEDULE RETAIN THE
PRINTPAC ASIA OFFSITE BUT DROP THE FOOD PROCESSING AND PACKAGING
EXHIBITION. BECAUSE WE DO NOT BELIEVE THAT THE FOOD PROCESSING
AND PACKAGING THEME WOULD BE VIABLE AT A LATER DATE IN FY
1980 FOLLOWING PRINTPAC ASIA, WE SUGGEST THAT A QUALITY CONTROL
AND MATERIALS TEST EQUIPMENT SHOW (PROPOSED AS A FY 1980
CCP CAMPAIGN THEME IN REF B) BE SUBSTITUTED IN ITS PLACE.

TO SPACE THE PROMOTION EVENTS IN SINGAPORE MORE EVENLY, THIS SHOW COULD BE HELD IN JANUARY 1980. A WELDING/METAL SURFACE TREATMENT EQUIPMENT COMBINED THEME MINI-EXHIBITION WOULD BE AN ALTERNATIVE TO THE QUALITY CONTROL THEME. THE FORMER WOULD BE LESS DESIRABLE BECAUSE IT WOULD FOLLOW MACHINE ASIA EXHIBITION -- SCHEDULED FOR OCTOBER 8-12, 1979, AT THE SINGAPORE WORLD TRADE CENTER -- WHICH WILL INCLUDE METALWORKING AND WELDING EQUIPMENT.

4. BEFORE SCHEDULING A REPEAT OF THE COMMUNICATIONS EQUIPMENT THEM IN FY 1980, POST SUGGESTS THAT RESULTS OF JULY 1978 COMMUNICATIONS SHOW BE ANALYZED. SHOULD THE LATTER SHOW ENJOY ONLY MARGINAL SUCCESS, WE WOULD FAVOR AN ALTERNATIVE THEME. WCAG SHOULD ALSO BE AWARE THAT THERE WILL BE A MAJOR EXHIBITION ON THIS SAME THEME (CALLED COMMUNIC ASIA) AT THE WORLD TRADE CENTER FROM JANUARY 22-25.

5. POST CONCURS WITH CONSUMER GOODS CATALOGUE SHOW AS SCHEDULED, ALTHOUGH THIS SHOW SHOULD BE TIMED AT THE END OF NOVEMBER TO AVOID CONFLICT WITH PRINTPAC ASIA (NOVEMBER 5-9). POST ALSO SUPPORTS AVIATION TRADE MISSION IN FEBRUARY 1980.

6. FY 1979: REF A MENTIONS POSSIBLE CHANGE IN FY 1979 SCHEDULE WITH SUBSTITUTION OF IMC PARTICIPATION IN MARINETEC (JUNE 11-16, 1979) FOR JAKARTA OFFSITE. MARINETEC CONFLICTS WITH ELEC-UNCLASSIFIED

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TRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT EXHIBITION SCHEDULED FOR JUNE 11-15 AT THE IMC (REF C). SHOULD USDOC CONFIRM PARTICIPATION IN MARINETEC, WE SUGGEST EIPT SHOW BE RESCHEDULED IN EARLY MAY 1979. USDOC AND EMBASSY JAKARTA SHOULD ALSO BE AWARE THAT SINGAPORE WORLD TRADE CENTER IS SCHEDULED TO HOST IMAC ASIA, AN EXHIBITION OF CONSTRUCTION/MATERIALS HANDLING EQUIPMENT, JUNE 25-29, 1979.

7. LISTING OF TRADE FAIRS AND EXHIBITIONS SCHEDULED FOR SINGAPORE OVER THE NEXT THREE YEARS IS CONTAINED IN SINGAPORE CONVENTION CALENDAR, FORWARDED UNDER COVER OF REF D. THIS LISTING SHOULD BE OF INTEREST IN PLANNING USG TRADE PROMOTION EVENTS IN SINGAPORE. HOLDRIGE

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Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
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